

## ABSTRACT

A digital content vending machine, DCVM (10), in which a client (12) on a personal computer, PC (14), contains an infrastructure (16) and an inventory (18). The infrastructure (16) and inventory (18) may both be stored in a hard drive (20), or the inventory (18) may  
5 instead be stored on a removable media (24), such as a CD (16), DVD (28), or tape (30). The infrastructure (16) presents a graphical user interface on the client (12) which metaphorically resembles a village (46) containing a plurality of stores (44) operated by vendors (42). Customers (40) shop in the stores (44) by selecting assets (22), constituting the inventory (18), and sending money (52) and an identifier (54) to a clearing house (50) via a  
10 communications system such as telephone (118), private network (120), or the Internet (122). The clearing house (50) returns a key (58) used to at least partially remove a digital wrapper (60) protecting the asset (22) from unauthorized use. A master server (48) may also be provided to update the infrastructure (16) and inventory (18), and to provide additional keys (58) used to remove the digital wrappers (60).

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2025 RELEASE UNDER E.O. 14176